

REMARKS

Applicants respectfully request reconsideration of this application, as amended herein. Claims 1-66 were pending in the application. In this amendment, Claims 1-4, 17, 19, and 48-53 have been amended, and no new claims have been added. Therefore, Claims 1-66 are pending in the application. Claims 54-66 have been withdrawn from consideration.

As a preliminary matter, Applicants wish to thank the Examiner for the courtesy extended to Applicants' undersigned counsel and inventor Jason Green during the telephone interview of June 9, 2004, at which the inventor explained how the instant invention solves the problems inherent in the prior art cited by the Examiner. In particular, Mr. Green explained how the present invention sidesteps the security restrictions in the prior art to enable bi-directional data communication between an interactive banner displayed on a web page and a distant server distinct from both the server providing the banner and the server providing the web page by using a companion element that acts as a communications relay. Mr. Green described an example of an implementation of the invention for AOL Shopping in which a search was entered into a banner ad that sent the search request to a companion element, which in turn opened up data communications with the AOL shopping channel servers and returned results from several different servers, relaying them back to the banner ad, which finally updated its presentation with the new product information right inside the banner. Agreement was reached to integrate the details of bypassing the security restrictions into the independent claims, to overcome the prior art. In light of the Examiner's constructive comments provided during the telephone interview, it is believed that the above amendments fully address and overcome the rejections noted in the Examiner's action.

Claims 1-53 were rejected under 35 U.S.C. 103(a) as being unpatentable over Narrative Communications ([www.narrative.com](http://www.narrative.com), published 5/13/1998, retrieved from the Internet Wayback Machine) in view of Wang (Wang, Nelson, "Narrative Rolls Out Technology for Doing Sales Inside a Banner," Internet World ([www.internetworld.com](http://www.internetworld.com)), May 4, 1998). Applicants respectfully traverse the rejection.

Independent Claims 1, 2, 48, and 51 have been amended to integrate the details of the inventive concept involved in bypassing the inherent security barrier that would otherwise prevent establishing bi-directional communication between an interactive element displayed on a

web page, such as a banner ad, and a remote server. Since the interactive element can only communicate with the server that launched it, due to inherent security restraints, a companion element is provided that can freely communicate with the interactive element but which is not constrained in the same manner such that the companion element can then relay the communication to any available server. The present system uses such a companion element that serves as an intermediary to relay data communication from the interactive element to an element server, where the companion element resides, and from the element server to the remote server.

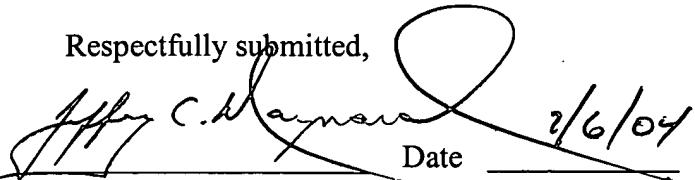
Both Narrative Communications and Wang fail to disclose a separate companion element. Furthermore, as nothing in Narrative Communications or Wang teaches or suggests a system or method to by-pass the inherent security problem in communicating between an interactive element and its server to a distant server, independent Claims 1, 2, 48, and 51 are patentably distinguished.

Claims 3-47, 49, 50, 52, and 53 depend from their respective independent claims 2, 48, and 51, which, as described above, are patentably distinguished from Narrative Communications and Wang. Thus, Claims 3-47, 49, 50, 52, and 53 are likewise patentably distinguished.

#### CONCLUSION

Applicants have made a diligent effort to address the objections identified by the Examiner and believe all claims remaining in the application are allowable. Accordingly, a Notice of Allowability is respectfully requested. However, if the Examiner is of the opinion that the present application is not in condition for allowance, Applicants respectfully request that the Examiner contact Applicants' attorney at the telephone number listed below so that additional changes may be discussed.

Respectfully submitted,



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